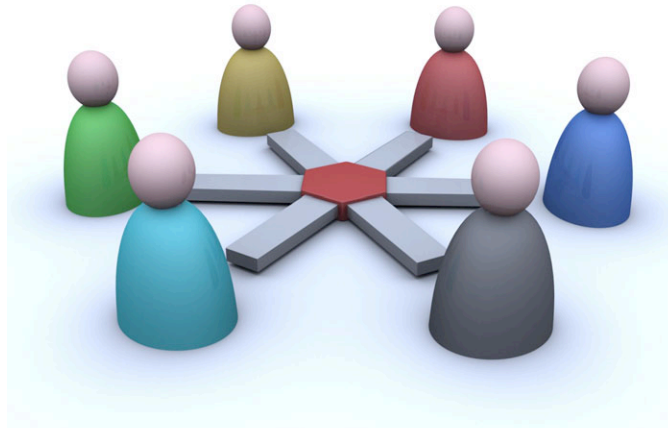


## THE SECRETS OF SOCIAL MEDIA MARKETING



Despite what you may have heard, there *is* money in social media marketing.

You can get more clients and sell more products, but maybe not in the way you think. So how do you do it?

People buy your products and services, right? Social media is about building relationships with those people. Simple.

As you learned in my free report (on the homepage), trust and social proof are 2/3 of the profit equation. Social media is one of the best avenues to build trust with your current and prospective clients, and create social proof to attract new ones.

When it comes down to it, social media is just having a conversation. The more your clients get to know you, the more they will trust you. When other people see your conversations, they will see that you care about your clients, attracting them to you. This becomes an automatic cycle, each crowd drawing a bigger crowd.

### SOCIAL MEDIA SITES

There are hundreds of social media sites, including Twitter, Facebook, MySpace, LinkedIn, Digg, StumbleUpon, Reddit, Del.icio.us, Deviant Art, Technorati, YouTube, and countless others you've probably never heard of.

It is almost impossible to keep up with all of these, not to mention the new sites popping up daily.

You may have been told that you should go out and get as many social media accounts as you can, to reach as many people as possible. You might be overwhelmed with the thought of setting up dozens of accounts and passwords, and learning all of the different interfaces, and keeping up with hundreds of posts a day.

Or maybe you use ping.fm to push the same post to all of your social media accounts. Let me fill you in on a little secret...that's really annoying, makes you sound like a robot, and completely misses the point.

Forget that stuff.

The point of social media is to build real relationships with real people, right? If you can only devote a few minutes a day to each community, then you aren't really building relationships.

Instead, find out where your customers are, and devote all of your time there. If they are all on LinkedIn, beef up your account there, and really get involved with the community. If they are on Twitter, make sure they know your Username, and ask them to follow you. Then spend most of your efforts there.

If you have a blog, guess what? A blog is social media. It can be just as powerful as any social media account, and sometimes more effective.

Many people post their great content on their blogs, and use social media to get the word out about their blog posts. This can be a highly effective strategy to enter new and existing clients into your sales funnel.

The bottom line is that you will get much more out of one high quality social media profile than 12 neglected ones.

## **EFFECTIVE SOCIAL MEDIA MARKETING**

The most effective way to use social media is not for link-building or hard-selling.

Yes, you should sell, and yes you should link to your website or blog, but only if you do it right.

Neglecting your Twitter account for 2 weeks, and then posting, "check out my new ebook on sale today only at [www.ebookforsale.com](http://www.ebookforsale.com)" is not an effective strategy.

Instead, earn the right to market to your clients by answering their questions and participating in their lives. Then an occasional link to your new blog post or an announcement about a sale on your services is welcome.

You may be surprised to see that your community might even appreciate you selling them something of value!

If you are one of the many people overwhelmed with social media marketing, or you want to develop a better overall strategy, we are about to release a comprehensive online course that includes lots more simple but incredibly effective social media secrets.

Not only that, but it is an entire step-by-step process for generating more traffic to your site and getting more clients from start to finish.

We will be opening for enrollment soon, and in the next few days we will release the course details and pricing. If you would like to be notified when that happens, please enter your name and email into one of the sign-up forms on the right of the homepage (<http://www.theclientgenerator.net/>).

Thanks for reading.

Scott & John